C4722-2
12/8/87

NOVEMBER 10, 1986

# CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

VIACOM C-BAND PLAY SPURS PAY WARS

TAX LAW CHANGE HAS DEAL MAKING AT FEVER PITCH

DEREGULATION TOP SUBJECT AT ATLANTIC SHOW

SCRIPPS HOWARD HAS BIG PLANS IN CABLE

THE ADDRESSABILITY DEBATE: PRODUCTS & ISSUES

## VIEWER'S CHOICE: BETTING BIG THAT LIGHTNING WILL STRIKE

# CableVision

## FRONTLINE


**Viacom surprise** 12
Viacom's decision to set up shop on AT&T's Telstar 303 marks the joining of head-to-head competition with Time Inc. in efforts to gain C-band network adherents on the one hand and Ku-band converts on the other.

**Deal making at fever pitch** 16
Efforts to avoid stiffer burdens under the new tax law taking effect at the first of the year have produced a spate of deal making in cable, with each agreement representing the peculiarities of the participants' financial parameters.

**Atlantic Show rate debate** 18
The dawning of complete rate deregulation in cable TV was the subject most discussed at this year's Atlantic Show in Atlantic City.


## Departments


Cablescopes .....6
Stats .....28, 70
Products .....60
Events .....65
People .....66
From New York .....72
Ad Index .....72
Parting Words .....74


## PROGRAMMING


**LO push** 24
A group of major MSOs has formed an organization to promote development and sharing of local origination programming as a means to capitalizing on the widely perceived potential of strengthened cable participation in the local television marketplace.

**ACE nominees** 26
First of a two-part listing of the nominations for Awards for Cable Excellence that will be presented by the National Acacemy of Cable Programming in January.


## LAW AND REGULATION


**Scrambling concensus** 40
Filings from most cable programming networks with the Federal Communications Commission indicate programmers are prepared to accept third-party participation in packages directed to the TVRO market.

## BUSINESS


**Scripps Howard in action** 42
The Scripps Howard gameplan calls for an ever larger role in cable operations, but the going is rough, given the hunger of so many concerns for cable systems and the resulting rise in prices.


## PRODUCTS AND TECHNOLOGY


**The addressability debate** 54
This survey of MSO operations and engineering executives and manufacturers finds the industry as convinced as ever that addressability is important to its future. But, despite significant advances in products on the market, operators are reluctant to push forward until major problems are solved. Included with the article is a chart of the full line of the most recent addressable gear to hit the market.

## COVER STORY


**Viewer's Choice** 35
After a year of frenzied competition, Viewer's Choice is sticking with its gameplan, demonstrating that its approach is as appealing as any other in a market that has yet to define its true parameters.

# Film product comparison-December

| Film | Pay Networks | | | | | Distributor |
|---|---|---|---|---|---|---|
| Adventures of Buckaroo Bonzai, The | | (ST) | | | MAX* | 20th Century-Fox |
| Adventures of Huckleberry Finn, The | | | (TMC) | (HTN) | MAX | Great Amwell |
| Airplane! | (HBO) | ST | (TMC) | | (MAX) | Paramount |
| Almost You | | | TMC | | | 20th Century-Fox |
| Altered States | | (ST) | | | MAX* | Warner Bros. |
| Amazing Mr. Blunden, The | | HBO | | | | Excel Tel |
| American Flyers | (HBO) | (ST) | (TMC) | HTN* | | Warner Bros. |
| American Ninja | | (ST) | TMC | | | Cannon |
| "...And Justice for All" | | | | | MAX | Columbia |
| Animals Are Beautiful | | | | HTN | | Warner Bros. |
| Asphalt Jungle, The | | ST | (TMC) | | | MGM/UA |
| Baby Blue Marine | HBO | | | | | Columbia |
| Bad Boys | (HBO) | | | | MAX | Thorn-EMI |
| Ballad of Cable Hogue, The | | | | | MAX | Warner Bros. |
| Beer | HBO | | | | (MAX) | Orion |
| Best Defense | | ST* | (TMC) | | | Paramount |
| Bill Cosby "Himself" | HBO | ST | (TMC) | (HTN) | (MAX) | 20th Century-Fox |
| Bitch, The | | ST* | | | | Brent Walker |
| Blackjack Ketchum | | | | | MAX | Columbia |
| Blood Ties | | ST | | | | Showtime |
| Blow Out | | ST* | | | | Orion |
| Brazil | | ST | TMC | | MAX | Universal |
| Breakfast Club, The | (HBO) | ST | (TMC) | | (MAX) | Universal |
| Breaking All the Rules | HBO | | | | | New World |
| Brewster's Millions | (HBO) | | (TMC) | HTN* | MAX | Universal |
| Bridge On the River Kwai, The | | | | | MAX | Columbia |
| Bring On the Girls | | | | HTN | | Universal |
| Bullshot | HBO | | | | | Ganga |
| Butterflies Are Free | | | | | MAX | Columbia |
| Bye Bye Braverman | | | | | MAX | Warner Bros. |
| Caine Mutiny, The | | | | | MAX | Columbia |
| California Suite | | | | | MAX* | Columbia |
| Camelot | | | (TMC) | HTN* | | Warner Bros. |
| Candidate, The | | (ST) | (TMC) | HTN* | (MAX) | Warner Bros. |
| Captain Horatio Hornblower | | | (TMC) | | MAX | Warner Bros. |
| Challenge, The | | ST | | | | CBS |
| Change of Seasons, A | HBO | | | | (MAX) | Film Finance |
| Cheech & Chong Still Smokin | | (ST) | TMC | | | Paramount |
| Christina | | | | | MAX* | Playboy |
| Christmas Lillies of the Field | | ST | | | | Viacom |
| Christmas Mountain | | | | | MAX | Christmas Mountain |
| Christmas Story, A | | (ST) | (TMC) | | MAX | MGM/UA |
| Christmas That Almost Wasn't, The | HBO | ST | | | | Castle Hill |
| Cimarron | | (ST) | TMC | | | MGM/UA |
| City Heat | (HBO) | | TMC* | (HTN) | (MAX) | Warner Bros. |
| City Limits | | ST* | | | | Atlantic |
| Clue | | ST | | | | Paramount |
| Code of Silence | (HBO) | | | | MAX* | Orion |
| Come Fill the Cup | | | | | MAX | Warner Bros. |
| Come Fly With Me | | ST | TMC | | | MGM/UA |
| Comfort and Joy | (HBO) | | | HTN* | | Universal |
| Competition, The | HBO | | | | | Columbia |
| Conan the Barbarian | | | | | MAX | Universal |
| Confessions from A Holiday Camp | | | | | MAX | Columbia |
| Continental Divide | | | (TMC) | HTN | (MAX) | Universal |
| Cotton Club, The | HBO | (ST) | | | (MAX) | Orion |
| Country | (HBO) | | TMC* | | | Touchstone |
| Cross Creek | | | | | MAX | Thorn-EMI |
| Dance With A Stranger | | | TMC | | | Goldwyn |
| Dead and Buried | HBO | | | | | Film Finance |
| Desperately Seeking Susan | (HBO) | | | (HTN) | MAX | Orion |
| Desperate Search | | | TMC* | | | MGM/UA |
| Double Man, The | | | TMC | HTN* | | Warner Bros. |
| Dreamscape | (HBO) | | (TMC) | (HTN) | MAX | 20th Century-Fox |
| Elephant Man, The | | ST | | | MAX | Paramount |
| Elusive Pimpernel, The | | | TMC | | | New Century |
| Emerald Forest, The | | (ST) | TMC* | | | Lew Grade |
| Empire Strikes Back, The | HBO | (ST) | (TMC) | (HTN) | MAX | Lucasfilm |
| Enemy Mine | HBO | ST | TMC | | | 20th Century-Fox |
| Fandango | HBO | | (TMC) | | (MAX) | Warner Bros. |
| Father of the Bride | | | TMC* | | | MGM/UA |
| Fever Pitch | HBO | | | | | MGM/UA |
| "Finders Keepers" | HBO | | | | (MAX) | CBS |
| Flamingo Kid, The | (HBO) | ST | (TMC) | HTN* | (MAX) | Universal |
| Flash Gordon | | | | | MAX | Famous Films |
| Fletch | HBO* | ST | (TMC) | HTN* | (MAX) | Universal |
| Foreplay | | | | | MAX | Fox/Lorber |
| For the First Time | | | TMC | | | MGM/UA |
| Four Men And A Prayer | | | TMC | | | 20th Century-Fox |
| Fright Night | | | | | MAX | Columbia |
| From Here To Eternity | | | | | MAX | Columbia |
| Funny Lady | | | | | MAX | Columbia |
| Get Crazy | | | TMC* | | | Embassy |
| Ghostbusters | HBO* | | | | (MAX) | Columbia |
| Girls Just Want To Have Fun | (HBO) | | | | MAX | New World |
| Give My Regards To Broad Street | (HBO) | ST | (TMC) | | | 20th Century-Fox |
| Golden Arrow, The | | ST | | | | MGM/UA |
| Goodbye New York | HBO | | | | | Castle Hill |
| Good Guys and The Bad Guys, The | | | | | MAX | Warner Bros. |
| Gotcha | | | (TMC) | HTN* | (MAX) | Universal |
| Grandview U.S.A. | HBO* | | | | | CBS |
| Great Bank Hoax, The | | | | HTN | | Warner Bros. |
| Great Catherine, The | | | (TMC) | HTN | (MAX) | Warner Bros. |
| Guns of Navarone, The | | | | | MAX | Columbia |
| Gymkata | HBO | | | | (MAX) | MGM/UA |
| Head | | | | | MAX | Columbia |
| Heartbreak House | | ST | | | | Showtime |
| Heart Is A Lonely Hunter, The | | | TMC | HTN | MAX | Warner Bros. |
| Heartland | | ST | | | | Goldwyn |
| Heaven Help Us | (HBO) | | | | MAX | Silver Screen |
| Heavenly Bodies | HBO | | | | (MAX) | MGM/UA |
| High Anxiety | | | TMC | | MAX | 20th Century-Fox |
| Highest Honor, The | | | | | MAX | New World |
| Highpoint | HBO | | | (HTN) | | New World |
| Hit, The | | | TMC | | | Embassy |
| Hollywood Hot Tubs | | ST | | | | Seymour Borde |
| Home of Our Own, A | | | TMC | | | Viacom |
| Hot Resort | HBO | ST* | | | (MAX) | Cannon |
| H.O.T.S. | | ST | | | | Blum Group |
| Howling II | | | | | MAX | Hemdale |
| Hundra | | | TMC* | | | Goldfarb |
| I Confesss | | | | | MAX | Warner Bros. |
| I, Desire | HBO | | | | | Columbia |
| If Ever I See You Again | HBO | | | | | Columbia |
| Into the Night | HBO | | TMC* | | (MAX) | Universal |
| Invasion U.S.A. | | (ST) | TMC | | | Cannon |
| It Happened At The World's Fair | | (ST) | TMC | | | MGM/UA |
| Jaws | | (ST) | (TMC) | HTN* | (MAX) | Universal |
| Jesus | (HBO) | | | HTN | | Warner Bros. |
| Joey | HBO | | TMC | | (MAX) | Satori |
| Kid Colter | HBO | | | | | The Movie Store |
| Kind Lady | | | TMC | | | MGM/UA |
| King of the Jungle | | | | HTN* | | Universal |
| Kiss of the Spider Woman | | | TMC | | | Embassy |
| Klute | | ST | | | MAX | Warner Bros. |
| Last Dragon, The | | | | | MAX | Tri-Star |
| Learning Tree, The | | | | HTN* | | Warner Bros. |
| Little Drummer Girl, The | (HBO) | | TMC | | (MAX) | Warner Bros. |
| Lost In America | HBO | ST* | | | (MAX) | Warner Bros. |
| Love And Death | | | TMC* | | | MGM/UA |
| Macaroni | | ST* | | | | Paramount |
| Manhattan | | | TMC* | | | MGM/UA |
| Maria's Lovers | HBO | | | | | Cannon |
| Marie: A True Story | | ST | | | | TBS |
| Marvin & Tige | | ST | (TMC) | | | Castle Hill |
| Mask | (HBO) | (ST) | TMC* | HTN | MAX* | Universal |
| Massive Retaliation | HBO | | | (HTN) | | Massive |
| Mating Game, The | HBO | | | | | MGM/UA |
| McCabe and Mrs. Miller | | | TMC | | | Warner Bros. |
| Memories Never Die | HBO | | | | | Universal |
| Micki and Maude | HBO* | | | | (MAX) | Columbia |
| Missing In Action | (HBO) | ST* | | | (MAX) | Cannon |
| Missing In Action II | | | (TMC) | | MAX* | Cannon |
| Modern Times | | | TMC | (HTN) | | 20th Century-Fox |
| Moving Violations | HBO | | (TMC) | | | 20th Century-Fox |
| Mr. T's Be Somebody | | | | HTN* | | Universal |
| Music Lovers, The | | | TMC* | | | MGM/UA |
| 1984 | | | TMC* | | (MAX) | Atlantic |
| Naked Face, The | HBO | ST | | | (MAX) | Cannon |
| Nana | | | TMC | | | Viacom |
| Nickel Mountain | HBO | | | | (MAX) | ZIV International |
| Nighthawks | | | (TMC) | | MAX* | Universal |
| Night the Lights Went Out In Georgia, The | | | | | MAX | Viacom |
| Ninja III-The Domination | | | TMC | | (MAX) | Cannnon |
| Ninja Wars | | ST* | | | | Muller Media |
| O'Henry's Full House | | | TMC | | MAX | 20th Century-Fox |
| Oh God! Book II | | | | (HTN) | MAX | Warner Bros. |
| "Oliver!" | | | | | MAX | Columbia |
| Oliver Twist | | ST | | | | New Century |

*James Garner and Sally Field star in 'Murphy's Romance.'*

*Brian Dennehy, Mike Nomad and Tyrone Power Jr. star in 'Cocoon.'*

| Film | Pay Networks | | | | | Distributor |
|---|---|---|---|---|---|---|
| Omega Man, The | | | TMC | | | Warner Bros. |
| Once Bitten | (HBO) | | TMC | | | Goldwyn |
| One Potato, Two Potato | | | TMC | | | Warner Bros. |
| Ordeal By Innocence | | | | | MAX | Cannon |
| Owl and The Pussycat, The | | | | | MAX | Columbia |
| Passage To India, A | HBO | | | (HTN) | | Thorn-EMI |
| Perfect | HBO* | | | | | Columbia |
| Phar Lap | HBO | | (TMC) | (HTN) | (MAX) | 20th Century-Fox |
| Phobia | HBO | | TMC | | | Paramount |
| Pick A Star | | ST | | | | MGM/UA |
| Picnic | | ST | | | | Showtime |
| Piece of the Action, A | | | | | MAX | Warner Bros. |
| Pilot, The | HBO | | | | | Southbrook |
| Police Academy II | (HBO) | (ST) | (TMC) | | MAX | Warner Bros. |
| Power and The Prize, The | | | TMC* | | | MGM/UA |
| Private History of a Campaign That Failed, A | | | TMC | | | Transcon |
| Privates On Parade | | | | | MAX | Handmade Films |
| Rainbow Brite and the Star Stealer | HBO | | | | | Warner Bros. |
| Raintree County | | ST | (TMC) | | | MGM/UA |
| Rambo First Blood Part II | (HBO) | | | | MAX* | Tri-Star |
| Razorback | | | (TMC) | | MAX* | Warner Bros. |
| Red Sonja | | (ST) | TMC* | | | TBS |
| Revenge of the Nerds | HBO* | (ST) | (TMC) | | (MAX) | 20th Century-Fox |
| Revolution | HBO | | | | | Warner Bros. |
| Richard Pryor Live In Concert | | | TMC* | | (MAX) | Gary Biller |
| Rider On The Rain | HBO | | TMC | | | Castle Hill |
| Rio Bravo | (HBO) | | TMC* | HTN* | | Warner Bros. |
| River, The | (HBO) | | TMC | HTN* | (MAX) | Universal |
| Rocky IV | HBO | | | | MAX | MGM/UA |
| Roll of Thunder, Hear My Cry | | ST | | | | Viacom |
| Rosebud Beach Hotel | HBO* | | TMC | | | Almi |
| Rubber Tarzan | | | TMC* | | | Janus Films |
| Santa Claus | HBO | | | | MAX | Tri-Star |
| Second Thoughts | HBO | | | | | Thorn-EMI |
| Secret Admirer, The | HBO* | | | | | Orion |
| Secret Places | (HBO) | | (TMC) | | MAX | 20th Century-Fox |
| Seems Like Old Times | HBO | | | | | Columbia |
| Serial | | | TMC* | | (MAX) | Paramount |
| Sensuous Nurse, The | | ST | | | MAX | Castle Hill |
| Shining Season, A | | | | | MAX | Columbia |
| Shoot the Moon | | | TMC | | | MGM/UA |
| Silver Chalice, The | | | TMC | | MAX | Warner Bros. |
| Sinful Davey | | | TMC* | | | MGM/UA |
| Six Weeks | (HBO) | | | | MAX | Polygram |
| Skidoo | | | TMC | | | Paramount |
| Skin Game, The | | | | HTN | | Warner Bros. |
| Skirts Ahoy | | | TMC | | | MGM/UA |
| Soldier of Orange | | | TMC | | | Goldwyn |
| Some Kind of Hero | | ST* | (TMC) | | (MAX) | Paramount |
| Spies Like Us | HBO | | | | | Warner Bros. |
| Starman | HBO* | | | | | Columbia |
| Stick | | (ST) | (TMC) | | MAX* | Universal |
| Strange Lady In Town | | ST | | | | Warner Bros |
| Stranger's Kiss | HBO | | | | | Kill Productions |
| Streetwalkin' | | | | | MAX | Concorde |
| Stuck On You | | | TMC | | | Troma |
| Summertime | | ST | (TMC) | | | New Century |
| Sun Valley Serenade | | | | | MAX | 20th Century-Fox |
| Sure Thing, The | | ST | (TMC) | | | Embassy |
| Suspicion | | | | | MAX | RKO |
| 2010 | (HBO) | (ST) | TMC | (HTN) | (MAX) | MGM/UA |
| Teen Wolf | HBO* | | | (HTN) | (MAX) | Atlantic |
| Tell Me That You Love Me | HBO | | | (HTN) | (MAX) | The Movie Store |
| Tender Trap, The | | ST | | | MAX | MGM/UA |
| Terminator, The | (HBO) | | | | MAX | Hemdale |
| Terror In The Aisles | (HBO) | ST | (TMC) | | | Universal |
| Test of Love, A | | | | HTN* | (MAX) | Universal |
| That Was Then... This Is Now | | ST | | | | Paramount |
| These Wilder Years | | ST | | | | MGM/UA |
| Tom Sawyer | | ST | | | | MGM/UA |
| Top Hat | | | | | MAX | RKO |
| To Please A Lady | | | | | MAX | MGM/UA |
| Track of the Cat | | | TMC | | | Warner Bros. |
| Treasure of the Four Crowns | | HBO | | | | Cannon |
| Twice In A Lifetime | | ST | | | | Roberts |
| Twilight Time | HBO* | | (TMC) | | | MGM/UA |
| Uforia | | | | | MAX | Universal |
| Untamed | | ST | | (HTN) | | Universal |
| Used Cars | | | | | MAX | Columbia |
| V.I.P.s, The | | ST | (TMC) | | | MGM/UA |
| Victory | | (ST) | (TMC) | | MAX* | Lorimar |
| Vision Quest | | | TMC | | (MAX) | Warner Bros. |
| Volunteers | HBO* | | | | | Silver Screen |
| Warrior and the Sorceress, The | HBO | | | | | Concorde |
| Warriors, The | (HBO) | | TMC* | | | Paramount |
| Weird Science | HBO | (ST) | TMC* | HTN* | (MAX) | Universal |
| White Nights | | | | | MAX | Columbia |
| Wild Geese II | HBO | | | | (MAX) | Thorn-EMI |
| Winter Flight | | | TMC | | | Film Gallery |
| Wiseblood | | | TMC* | | | New Line Cinema |
| Witness | | ST* | | | | Paramount |
| Your Cheatin' Heart | | ST | (TMC) | | (MAX) | MGM/UA |

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- Networks in parentheses indicate carriage in July, August, September, October and/or November.
- An asterisk indicates the film is a carry-over from July, August, September, October and/or November.
- In total, 251 films appear on the September schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, seven have played on all five services, 12 have played on four of the five services, 28 have played on three services and 71 have played on two of the five services. One hundred and thirty-three titles were unduplicated in the last six months.
- The motion picture distributor with the most titles on pay TV in December is Warner Bros. with 38, followed by MGM/UA with 37, Columbia with 26, Universal with 24, and Twentieth Century-Fox with 15.
- Titles subject to change.

# CABLE STATS

## Cable Industry Growth Chart

| YEAR | TVHH | Homes Passed | Basic Subscribers | % of TVHH | Pay Subscribers | % of TVHH |
|---|---|---|---|---|---|---|
| 1990E | 93,900,000 | 81,783,000 | 50,706,000 | 54 | 32,959,000 | 35 |
| 1989E | 92,800,000 | 79,109,000 | 48,256,000 | 52 | 30,883,000 | 33 |
| 1988E | 91,000,000 | 75,833,000 | 45,500,000 | 50 | 28,665,000 | 32 |
| 1987E | 89,300,000 | 71,137,000 | 41,971,000 | 47 | 26,022,000 | 30 |
| 1986E | 87,800,000 | 68,121,000 | 39,510,000 | 45 | 24,101,000 | 27 |
| 1985 | 86,304,000 | 64,571,000 | 36,120,000 | 42 | 21,672,000 | 25 |
| 1984 | 84,600,000 | 59,989,000 | 32,994,000 | 39 | 19,764,000 | 23 |
| 1983 | 83,500,000 | 53,641,000 | 30,300,000 | 36 | 17,877,000 | 21 |
| 1982 | 82,800,000 | 49,100,000 | 28,200,000 | 34 | 15,898,000 | 19 |
| 1981 | 80,700,000 | 44,000,000 | 22,596,000 | 28 | 11,804,000 | 15 |
| 1980 | 77,800,000 | 37,300,000 | 18,672,000 | 24 | 7,780,000 | 10 |
| 1979 | 76,300,000 | 32,700,000 | 16,023,000 | 21 | 5,341,000 | 7 |
| 1978 | 74,500,000 | 27,200,000 | 14,155,000 | 19 | 2,980,000 | 4 |
| 1977 | 73,300,000 | 24,894,000 | 13,194,000 | 18 | 1,466,000 | 2 |
| 1976 | 71,114,000 | 21,989,000 | 12,094,000 | 17 | 505,000 | 1 |
| 1975 | 69,600,000 | 19,900,000 | 11,136,000 | 16 | N A | N A |

Source: CableProFile Data Base: INTERNATIONAL COMMUNICATIONS RESEARCH

### Cable barometer

| | |
|---|---|
| Television households (TVHH) | 86,304,000 |
| Homes passed by cable (HP) | 64,571,000 |
| Percent of TVHH passed by cable | 74.7% |
| Basic cable subs | 36,120,000 |
| Percent of TVHH with basic cable | 41.8% |
| Percent of HP with basic cable | 56.0% |
| Pay cable subs | 21,672,000 |
| Percent of TVHH with pay cable | 25.1% |
| Percent of HP with pay cable | 33.6% |
| Percent of basic subs with pay cable | 60.0% |

## Satellite lineup

### Satcom III-R (RCA Americom)

| | Transponder |
|---|---|
| Arts & Entertainment | 24 |
| BET | 20 |
| Cable Radio Network | 4 |
| Cable Value Network | 18 |
| Cinemax (West) | 23 |
| ESPN (Blackout) | 7 |
| Eternal Word Television Network | 12 |
| Financial News Network | 4 |
| Genesis Storytime | 8 |
| HBO (West) | 13 |
| HSN2 | 2, 16 |
| HTN | 16 |
| Home Shopping Network | 22 |
| The Learning Channel | 2 |
| Lifetime | 17 |
| MTV | 11 |
| National Jewish Television | 18 |
| Nickelodeon | 1 |
| PTL | 2 |
| Reuter Monitor Service | 18 |
| Showtime (West) | 10 |
| Tempo Television | 6 |
| TV Decisions | 23 |
| Trinity Broadcasting Network | 3 |
| Video Hits One | 15 |
| Viewer's Choice | 5 |
| The Weather Channel | 19 |

### Satcom IV (RCA Americom)

| | Transponder |
|---|---|
| American Movie Classics | 10 |
| American Music & Entertainment Network | 15 |
| Biznet | 6 |
| Bravo | 2 |
| Consumer Discount Network | 20, 24 |
| Hit Video USA | 18 |
| Home Sports Entertainment | 11 |
| Home Team Sports | 22 |
| Innovations In Living (HSN2) | 1 |
| Liberty Broadcasting Network | 7 |
| Madison Square Garden | 6 |
| New England Sports Network | 13 |
| Nickelodeon (West) | 4 |
| Nostalgia Channel | 21 |
| The Playboy Channel | 24 |
| Prime Ticket | 20 |
| Rock Christian Network | 3 |
| The Silent Network | 23V |
| SportsVision | 9 |
| WPIX—New York | 19 |

### Westar III (Western Union)

| | Transponder |
|---|---|
| CNN | 5 |

### Westar IV (Western Union)

| | Transponder |
|---|---|
| Atlantic City Horse Racing | 6 |
| Cable News Network (CNN) | 16 |
| Catholic Telecommunications Network of America | 11 |
| International Television Network | 10D |
| Public Broadcasting Service | 15, 17, 21, 23 |
| Texas State Network | 2 |
| Word of Faith Satellite Network | 6 |

### Westar V (Western Union)

| | Transponder |
|---|---|
| Fantasy Unrestricted Network (FUN) | 24 |
| FUN Weekend Pay-per-view | 24 |
| Pro-Am Sports System (PASS) | 14 |
| The University Network | 2 |
| Zephyr Weather Information Service | 7D |

### Telstar 303 (AT&T)

| | Transponder |
|---|---|
| American Extasy | 19 |
| Country Music Television (CMTV) | 18 |
| KTVT (Dallas) | 22 |
| SelecTV | 14 |

### Galaxy I (Hughes)

| | Transponder |
|---|---|
| Alternate View Network | 22 |
| CBN Cable Network | 11 |
| Cinemax (East) | 19 |
| CNN | 7 |
| C-SPAN | 13 |
| The Discovery Channel | 22 |
| The Disney Channel (East) | 4 |
| (West) | 24 |
| EPG | 3 |
| ESPN | 9 |
| GalaVision | 20 |
| HBO (East) | 23 |
| Headline News | 8 |
| Keyfax National Teletext Magazine | 18 |
| Moody Broadcasting Network | 3 |
| The Movie Channel (East) | 10 |
| (West) | 14 |
| The Nashville Network | 2 |
| PTL | 17 |
| Request Television | 12 |
| Seeburg Adult Contemporary | 3 |
| Seeburg Contemporary Instrumental | 3 |
| Showtime (East) | 5 |
| SIN | 6 |
| Studioline | 13 |
| Viewer's Choice 2 | 16 |
| WGN | 3 |
| WOR-TV | 15 |
| WTBS | 18 |

### Galaxy III

| | Transponder |
|---|---|
| The Meadows Racing Network | 17 |
| Sky Merchant | 11 |

### Spacenet I (GTE)

| | Transponder |
|---|---|
| ACTS | 15 |

### Aurora F5 (Alascom)

| | Transponder |
|---|---|
| Alaska Satellite Television Project | 24 |
| Learn/Alaska Television Network | 20 |
| NASA Contract Channel | 13 |

**Note:** A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

# Top 100 MSOs

| Rank | Multiple system operator | Basic subs | |
|---|---|---|---|
| 1 | Tele-Communications Inc. | 3,778,621 | (11/85) |
| 2 | American Television and Communications Corp. | 2,700,000 | (12/85) |
| 3 | Group W Cable | 2,162,000 | (10/85) |
| 4 | Storer Cable Communications | 1,536,000 | (8/86) |
| 5 | Cox Cable Communications | 1,330,956 | (8/86) |
| 6 | Warner Cable Communications Inc. | 1,202,507 | (7/86) |
| 7 | Continental Cablevision | 1,198,000 | (6/86) |
| *8 | Comcast | 1,095,194 | (8/86) |
| 9 | United Cable | 1,027,602 | (7/86) |
| 10 | Newhouse Broadcasting | 972,377 | (4/86) |
| 11 | Viacom Cablevision | 930,000 | (9/86) |
| 12 | Times Mirror Cable Television Inc. | 835,057 | (9/86) |
| 13 | Jones Intercable | 767,531 | (10/86) |
| 14 | UA Cablesystems Corp. | 740,358 | (8/86) |
| 15 | Heritage Communications Inc. | 725,567 | (8/86) |
| 16 | Sammons Communications Inc. | 708,609 | (12/85) |
| 17 | Cablevision Co. | 697,335 | (8/86) |
| 18 | Rogers Cablesystems Inc. | 534,241 | (6/86) |
| 19 | Telecable Corp. | 473,623 | (9/86) |
| *20 | Daniels & Associates | 449,156 | (8/86) |
| 21 | Prime Cable Corp. | 413,000 | (7/86) |
| 22 | McCaw Communications | 383,000 | (7/86) |
| 23 | Centel Cable | 370,776 | (8/86) |
| 24 | Cable Vision Industries | 367,700 | (8/86) |
| 25 | Century Communications Corp. | 367,000 | (10/86) |
| 26 | Post-Newsweek | 361,754 | (7/86) |
| 27 | Wometco Cable TV Inc. | 355,870 | (10/86) |
| 28 | Scripps Howard | 345,427 | (9/86) |
| 29 | American Cablesystems Corp. | 323,187 | (4/86) |
| 30 | Falcon Cable | 302,000 | (6/86) |
| 31 | Multimedia Cablevision | 279,125 | (9/86) |
| 32 | TCA Group | 278,404 | (8/86) |
| 33 | Colony Communications Inc. | 249,738 | (9/86) |
| 34 | Maclean Hunter Cable TV Ltd. | 241,423 | (9/86) |
| 35 | Adelphia Communications | 216,619 | (8/86) |
| 36 | Tele-Media | 215,000 | (7/86) |
| 37 | Rollins Cableview Inc. | 210,500 | (6/86) |
| 38 | Scott Cable Communications | 205,000 | (3/86) |
| 39 | Rifkin & Associates | 200,000 | (10/86) |
| 40 | Service Electric Cable TV Inc. | 195,000 | (7/86) |
| 41 | TCI Taft | 181,945 | (9/86) |
| 42 | TKR Cable Co. | 181,000 | (9/86) |
| 43 | Communications Service Inc. | 179,000 | (2/86) |
| 44 | Western Communications | 178,543 | (10/86) |
| 45 | Cablentertainment | 171,364 | (9/86) |
| 46 | Sutton Capital Corp. | 166,561 | (2/86) |
| 47 | Adams Russell Communications | 151,449 | (5/86) |
| 48 | Harte-Hanks Communications | 146,813 | (8/86) |
| 49 | Greater Media | 143,553 | (9/86) |
| 50 | Cencom Cable | 142,863 | (10/86) |
| 51 | Lenfest Group | 133,443 | (8/86) |
| 52 | Harron Communications | 130,671 | (9/86) |
| 53 | Media General Inc. | 130,460 | (10/86) |
| 54 | Blade Communications | 105,000 | (7/86) |
| 55 | Televents Inc. | 124,411 | (9/86) |
| 56 | Harris Cable Corp. | 122,904 | (8/86) |
| 57 | Armstrong Utilities | 121,509 | (7/86) |
| 58 | Palmer Communications | 119,013 | (7/86) |
| 59 | First Carolina Communications Inc. | 117,469 | (7/86) |
| 60 | The Essex Group | 112,418 | (9/86) |
| 61 | Summit Communications | 111,982 | (8/86) |
| 62 | Sonic Communications | 110,000 | (7/86) |
| 63 | U.S. Cable Corp. | 103,026 | (8/86) |
| 64 | Multi-Channel TV Cable Inc. | 101,574 | (4/86) |
| 65 | Booth Communications | 97,671 | (7/86) |
| 66 | Simmons Communications | 96,991 | (7/86) |
| 67 | King Videocable | 91,953 | (8/86) |
| 68 | Perry Cable TV Corp. | 91,306 | (8/86) |
| 69 | McDonald Group | 90,079 | (8/84) |
| 70 | WEHCO Video | 84,840 | (7/86) |
| 71 | Columbia Associates | 80,000 | (7/86) |
| 72 | Midcontinent Cable Systems Co. | 79,790 | (9/86) |
| 73 | Marcus Communications | 77,431 | (8/86) |
| 74 | Pencor Services | 74,868 | (8/86) |
| 75 | Northland Communications | 74,400 | (8/86) |
| 76 | Omega Communications | 74,213 | (6/86) |
| 77 | Susquehanna Broadcasting | 72,235 | (1/86) |
| 78 | James Communications | 65,000 | (9/86) |
| 79 | Selkirk Communications | 62,000 | (2/86) |
| 80 | National Telecommunications Corp. | 61,625 | (1/86) |
| 81 | The Daily Press | 60,100 | (6/86) |
| 82 | Acton Corp. | 56,337 | (8/86) |
| 83 | Helicon Corp. | 55,000 | (2/86) |
| 84 | Mountain Cable Co. | 55,000 | (4/86) |
| 85 | Masada Corp. | 53,237 | (7/86) |
| 86 | Cardinal Communications | 53,200 | (7/86) |
| 87 | United Video Management | 52,816 | (6/86) |
| 88 | Communicom | 52,801 | (7/86) |
| 89 | Tidel Communications | 50,284 | (9/86) |
| 90 | Wisconsin Cablevision and Radio Co. | 50,083 | (7/86) |
| 91 | Chambers Cable Comm. Inc. | 48,643 | (4/86) |
| 92 | State Cable TV | 45,922 | (3/86) |
| 93 | Joseph Gans Cable TV | 45,679 | (6/86) |
| 94 | C4 Media Corp. | 45,200 | (9/86) |
| 95 | Bresnan Communications Co. | 44,426 | (8/86) |
| 96 | New England Cablevision | 42,978 | (5/86) |
| 97 | Dowden Communications | 42,865 | (7/86) |
| 98 | Donrey Cablevision | 42,275 | (8/86) |
| 99 | Commonwealth Cable Systems | 40,987 | (10/86) |
| 100 | Marsh Media | 38,097 | (7/86) |

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc. Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to CableVision, Attention Cable Stats, P.O. Box 5208-T.A., Denver, CO 80217. * Includes portion of Group W subscribers.

# Top 100 systems

| Rank | Location | Operator | Basic subs | |
|---|---|---|---|---|
| 1 | San Diego, CA | Cox Cable | 250,276 | (8/86) |
| 2 | Woodbury (Long Island), NY | Cablevision Co. | 249,600 | (8/86) |
| 3 | Manhattan, NY | ATC | 219,600 | (12/85) |
| 4 | San Antonio, TX | Rogers | 199,359 | (6/86) |
| 5 | Houston, TX | Warner | 192,507 | (7/86) |
| 6 | East Orange, NJ | Maclean Hunter | 184,214 | (9/86) |
| 7 | Honolulu, HI | ATC | 164,300 | (12/85) |
| 8 | Seattle-Snohomish, WA | Viacom | 163,000 | (9/86) |
| 9 | Hartford-New Britain, CT | United Cable | 153,570 | (7/86) |
| 10 | Cincinnati, OH | Warner | 150,706 | (7/86) |
| 11 | Louisville-Jeff. Co., KY | Storer Communications | 149,000 | (9/86) |
| 12 | Phoenix, AZ | Times Mirror | 148,267 | (9/86) |
| 13 | Wayne, NJ | UA Cablesystems | 147,835 | (8/86) |
| 14 | Tulsa, OK | United Cable | 140,133 | (6/86) |
| 15 | Englewood, CO | United Cable | 138,285 | (8/86) |
| 16 | Tidewater (Norfolk), VA | Cox Cable | 135,076 | (8/86) |
| 17 | Cherry Hills, NJ | NYT | 134,346 | (5/86) |
| 18 | Florida Division (Orlando-Ormond Beach) | ATC | 128,100 | (12/85) |
| 19 | Seattle, WA | Group W | 127,000 | (7/86) |
| 20 | Atlanta, GA | Prime Cable Corp. | 125,119 | (8/86) |
| 21 | Jacksonville, FL | Continental | 124,000 | (6/86) |
| 22 | Rochester, NY | ATC | 123,000 | (12/85) |
| 23 | Baltimore County, MD | Comcast | 121,983 | (8/86) |
| 24 | Erie County, NY | Prime Cable Corp. | 119,092 | (11/85) |
| 25 | Manhattan, NY | Group W | 115,000 | (3/86) |
| 26 | Kansas City, MO | ATC | 114,600 | (12/85) |
| 27 | St. Louis Co., MO | Cencom Cable | 113,487 | (10/86) |
| 28 | San Jose, CA | Gill Industries | 110,000 | (3/86) |
| 29 | Austin, TX | ATC | 109,700 | (12/85) |
| 30 | Central Islip (Long Island), NY | Viacom | 109,000 | (9/86) |
| 31 | Memphis, TN | ATC | 106,900 | (12/85) |
| 32 | San Juan, PR | Harris Cable Corp. | 104,199 | (8/86) |
| 33 | Toledo, OH | Buckeye Cablevision | 103,982 | (4/86) |
| 34 | Los Angeles, CA | Falcon | 103,868 | (4/86) |
| 35 | San Francisco, CA | Viacom | 100,000 | (9/86) |
| 36 | Jefferson Parish-Kenner, LA | Cox Cable | 97,788 | (8/86) |
| 37 | Fairfax, VA | Media General | 97,420 | (2/86) |
| 38 | Warren, NJ | TKR | 97,348 | (9/86) |
| 39 | Southeast Michigan | Comcast | 96,250 | (8/86) |
| 40 | Wilmington, DE | Rollins Cableview | 93,000 | (6/86) |
| 41 | San Diego, CA | ATC | 92,200 | (12/85) |
| 42 | Grand Rapids, MI | UA Cablesystems | 89,163 | (8/86) |
| 43 | Pompano, FL | American Cablesystems | 88,440 | (4/86) |
| 44 | Richmond-Henrico, VA | Continental | 85,000 | (6/86) |
| 45 | Pittsburgh, PA | Tele-Communications Inc. | 84,317 | (6/86) |
| 46 | Dallas, TX | Heritage | 84,142 | (8/86) |
| 47 | Escondido, CA | Times Mirror | 84,060 | (9/86) |
| 48 | Dade-Broward, FL | Storer | 84,000 | (8/86) |
| 49 | Wichita, KS | Multimedia Cablevision | 83,529 | (9/86) |
| 50 | Jackson-Monroe, MS | ATC | 82,500 | (12/85) |
| 51 | Indianapolis, IN | Indianapolis Cablevision Inc. | 80,969 | (3/86) |
| 52 | Charlotte, NC | ATC | 78,700 | (12/85) |
| 53 | Clearwater, FL | Vision Cable | 78,600 | (7/86) |
| 54 | Puget Sound, WA | Viacom | 78,000 | (8/86) |
| 55 | Raleigh, N.C. | ATC | 77,600 | (12/85) |
| 56 | South Texas, TX | Heritage | 76,654 | (8/86) |
| 57 | Baton Rouge, LA | Cablevision Co. | 76,318 | (12/85) |
| 58 | Tacoma, WA | Cable TV of Puget Sound | 76,132 | (7/86) |
| 59 | Boston, MA | Cablevision | 76,000 | (8/86) |
| 60 | New Orleans, LA | Cox Cable | 75,162 | (8/86) |
| 61 | Chicago, IL | Group W | 75,000 | (4/86) |
| 62 | Flint, MI | Comcast Cable | 74,953 | (8/86) |
| 63 | Greensboro, N.C. | ATC | 74,300 | (12/85) |
| 64 | Santa Monica, CA | Group W | 74,000 | (3/86) |
| 65 | South Bend, IN | Heritage | 70,710 | (8/86) |
| 66 | Orange County, CA | Times Mirror | 70,600 | (9/86) |
| 67 | Las Vegas, NV | Prime | 70,091 | (7/86) |
| 68 | Cleveland Heights, OH | Viacom | 70,000 | (9/86) |
| 69 | Allentown, PA | Service Elec. | 70,000 | (7/86) |
| 70 | Fayetteville, NC | ATC | 69,000 | (9/86) |
| 71 | Akron, OH | Warner | 67,425 | (7/86) |
| 72 | Omaha, NE | Cox Cable | 67,400 | (8/86) |
| 73 | Medford Complex (Boston Suburbs), MA | Warner | 67,017 | (7/86) |
| 74 | Columbus, OH | Warner | 66,892 | (7/86) |
| 75 | Nashville, TN | Viacom | 66,426 | (5/86) |
| 76 | Ocean County, NJ | Adelphia | 66,053 | (6/86) |
| 77 | Little Rock, AR | Storer | 66,000 | (8/86) |
| 78 | St. Petersburg, FL | Group W | 64,478 | (5/86) |
| 79 | Syracuse (suburbs), NY | New Channels Corp. | 64,065 | (9/86) |
| 80 | Indianapolis, IN | ATC | 64,000 | (12/85) |
| 81 | Buffalo, NY | Tele-Communications Inc. | 63,858 | (8/86) |
| 82 | Monterey, CA | Western Communications | 63,731 | (10/86) |
| 83 | Des Moines, IA | Heritage | 63,550 | (8/86) |
| 84 | New Haven, CT | Storer | 63,000 | (8/86) |
| 85 | Oklahoma City, OK | Cox Cable | 62,788 | (8/86) |
| 86 | Madison, WI | Tele-Communications Inc. | 62,099 | (5/86) |
| 87 | El Paso, TX | Group W | 62,000 | (9/86) |
| 88 | Greater Bridgeport, CT | Cablevision Co. | 61,620 | (8/86) |
| 89 | Santa Barbara, CA | Cox Cable | 61,186 | (8/86) |
| 90 | Contra Costa Co., CA | Televents | 61,000 | (5/86) |
| 91 | Sarasota, FL | Storer | 61,000 | (8/86) |
| 92 | W. San Fernando Valley, CA | Valley Cable | 60,866 | (8/86) |
| 93 | Lower Fairfield Co., CT | Cablevision Co. | 60,650 | (8/86) |
| 94 | Winston-Salem, N.C. | Summit | 60,481 | (8/86) |
| 95 | Mt. Prospect, IL | Cablenet | 60,000 | (3/86) |
| 96 | Albany, GA | Storer | 60,000 | (8/86) |
| 97 | Birmingham, AL | ATC | 59,400 | (12/84) |
| 98 | Ft. Worth, TX | Sammons Communications | 59,000 | (7/85) |
| 99 | Oakland County, MI | United Cable | 59,000 | (10/85) |
| 100 | Charleston, S.C. | Storer | 59,600 | (8/86) |